

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM443485

|   |   |                       |                                     |
|---|---|-----------------------|-------------------------------------|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT  |                       |                                     |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL                  |                       |                                     |
| <b>CONVEYING PARTY DATA</b>   |   |                       |                                     |
| <b>Name</b>   | <b>Formerly</b>   | <b>Execution Date</b> | <b>Entity Type</b>                  |
| Big Fuel Communications, LLC  |   | 06/28/2017            | Limited Liability Company: NEW YORK |
| <b>RECEIVING PARTY DATA</b>   |   |                       |                                     |
| <b>Name:</b>  | MRY US, LLC   |                       |                                     |
| <b>Street Address:</b>  | 11 West 19th Street   |                       |                                     |
| <b>City:</b>  | New York  |                       |                                     |
| <b>State/Country:</b>   | NEW YORK  |                       |                                     |
| <b>Postal Code:</b>   | 10011   |                       |                                     |
| <b>Entity Type:</b>   | Limited Liability Company: NEW YORK                                 |                       |                                     |
| <b>PROPERTY NUMBERS Total: 1</b>  |   |                       |                                     |
| <b>Property Type</b>  | <b>Number</b>   | <b>Word Mark</b>      |                                     |
| <b>Registration Number:</b>   | 4030333   | BIG FUEL              |                                     |
| <b>CORRESPONDENCE DATA</b>  |   |                       |                                     |
| <b>Fax Number:</b>  |   |                       |                                     |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i> |   |                       |                                     |
| <b>Email:</b>   | colleen.brennan@bakermckenzie.com,<br>david.davis@bakermckenzie.com |                       |                                     |
| <b>Correspondent Name:</b>  | David J. Davis  |                       |                                     |
| <b>Address Line 1:</b>  | 300 East Randolph Street, Suite 5000                                |                       |                                     |
| <b>Address Line 4:</b>  | Chicago, ILLINOIS 60601   |                       |                                     |
| <b>NAME OF SUBMITTER:</b>   | David J. Davis  |                       |                                     |
| <b>SIGNATURE:</b>   | /david j. davis/  |                       |                                     |
| <b>DATE SIGNED:</b>   | 09/18/2017  |                       |                                     |
| <b>Total Attachments: 1</b>   |   |                       |                                     |
| source=trademark assignment BIG FUEL and Design US#page1.tif  |   |                       |                                     |

CH \$40.00 4030333

**TRADEMARK ASSIGNMENT**

THIS TRADEMARK ASSIGNMENT ("Assignment"), effective as of June 28, 2017, is by and between Big Fuel Communications, LLC, a New York Limited Liability Company, with an address of 32 Avenue of the Americas, New York, New York 10013 (the "Assignor"), and MRY US, LLC, a New York Limited Liability Company, with an address of 11 West 19<sup>th</sup> Street, New York, New York 10011 (the "Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademark BIG FUEL and Design, registered in the United States in Classes 35, 38, and 41, under Reg. No. 4030333, (the "Trademark"),

WHEREAS, Assignee desires to acquire all right, title, and interest in and to the Trademark.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged, the parties hereby agree as set forth below.

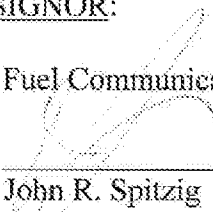
Assignor hereby sells, assigns, transfers and conveys to Assignee the entire right, title, interest in and to the Trademark throughout the world, together with the goodwill of the business connected with and symbolized by the Trademark(s) (including, without limitation, the right to renew any registrations included in the Trademark(s), the right to apply for trademark registrations based in whole or in part upon the Trademark(s), and any priority right that may arise from the Trademark(s)), the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this sale, assignment, transfer and conveyance not been made.

Assignor authorizes the empowered officials of the United States to record the transfer of the registrations and/or applications for registration of the Trademark(s) to Assignee as assignee of Assignor's entire right, title and interest therein. Assignor agrees to further execute any documents reasonably necessary to effect this assignment or to confirm Assignee's ownership of the Trademark(s).

IN WITNESS WHEREOF, the Assignor has executed this Trademark Assignment Agreement as of the date first above written.

ASSIGNOR:

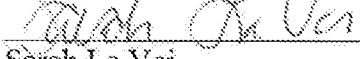
Big Fuel Communications, LLC

By:   
John R. Spitzig

Title: Vice President & Assistant Secretary

ASSIGNEE:

MRY US, LLC

By:   
Sarah La Voi

Title: Secretary